

SENATE BILL 3659

By Fowler

AN ACT to amend Tennessee Code Annotated, Title 49,
Chapter 6, Part 21, relative to advertisements on
school buses.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Section 49-6-2109(e), is amended by deleting the third and fourth sentences of the subsection and by substituting instead the following sentences:

Commercial advertising shall be permitted only on the rear quarter panels of the school bus of a size not to exceed thirty-two inches (32") in height and one hundred twenty inches (120") in length. Such advertising may be in color or black and white. The LEA may contract with an advertising broker or other independent contractor for the placement of advertisements on school buses.

SECTION 2. Tennessee Code Annotated, Section 49-6-2109(e), is amended by designating the existing language as subdivision (1) and by adding the following language as new subdivision (2):

(2) Each LEA shall adopt a policy concerning commercial advertising on school buses that complies with the rules and regulations of the state board of education. Such policy shall address the content of advertising that is appropriate for display on school buses. Commercial advertising permitted by this subsection shall not advertise alcohol or tobacco products, pornographic or sexually suggestive materials, or synagogues, mosques, churches or other religious organizations. Commercial advertising permitted by this subsection shall not include campaign advertising as prohibited in §2-19-144, and any such campaign advertising shall be expressly prohibited.

SECTION 3. This act shall take effect July 1, 2006, the public welfare requiring it.